

OUR BRAND

Thank you for applying for ICS endorsement for your activity. ICS Endorsed represents the integrity of the International Continence Society and our commitment to academic excellence in the area of continence.

The ICS Endorsed logo signifies that the activity or program it endorses has been reviewed and approved by the International Continence Society (ICS). This logo adds credibility and ensures that the activity meets certain standards of excellence and academic rigor in the field of continence. By using the ICS Endorsed logo, individuals and organisations can build trust with their audience and showcase their commitment to high-quality continence-related content and initiatives.

For more information on ICS endorsement and education, please go to www.ics.org/howto

RESPONSIBILITY

The organiser of an event or programme endorsed by ICS is responsible for properly using the ICS Endorsed brand in all communications concerning the activity, as explained in this document. In addition, they must ensure that all content (images, video, audio) used in communication regarding and during the event is allowed to be used.

Misusing the ICS Endorsed logo can have serious consequences, as it undermines the integrity of the International Continence Society and erodes public trust in the organisation. It can also result in legal action being taken against the individual or organisation involved, leading to financial penalties and potential damage to their reputation. Furthermore, misusing the logo can damage the credibility and reputation of the activity or communication it is associated with.



THE ICS ENDORSED LOGO

There must be no distortion or alteration to the logo, including its overall aspect ratio of 6:2.

For legibility, the logo must not be printed at a width lower than 18mm or displayed on screen at a width lower than 50 pixels.

There are three forms of the ICS Endorsed logo:

- standard two-colour
- dark two-colour
- single-colour

The standard two-colour logo (white and ICS light blue) is recommended for use on dark backgrounds.

The dark two-colour logo (ICS background blue and ICS light blue) should be used on light backgrounds.

The single colour logo can be used when printing is limited to one colour or where background colours provide too little contrast for the standard two colour logo.

A margin of 15% of the logo's width should be added to each side when using the logo with other logos and graphic elements.

The ICS Endorsed logo is the copyright and intellectual property of the International Continence Society (ICS) 2024. The ICS Endorsed logo may not be reproduced without consent of the ICS.

Please contact ICS at www.ics.org/contact if you are unsure or require further information.



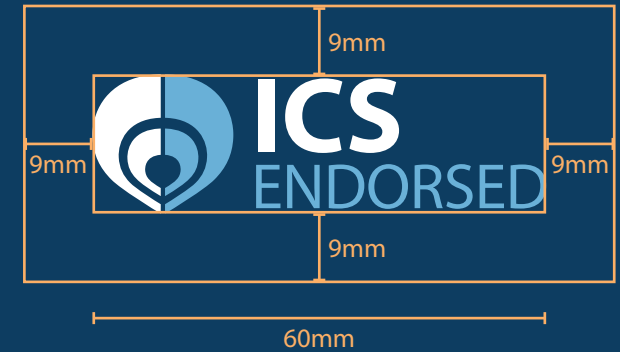
ICS Endorsed standard two-colour logo



ICS Endorsed dark two-colour logo



ICS Endorsed single colour logo



Exclusion margin 15% of logo width

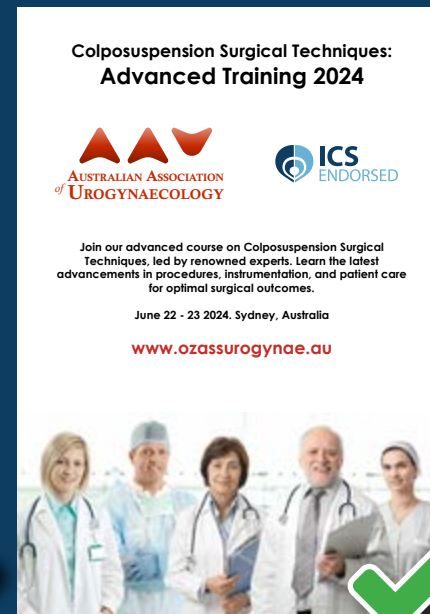
LOGO PLACEMENT

The ICS Endorsed logo must not be used as the primary logo of your event or programme, or as the activity name in your communications.

As a rule, the ICS Endorsed logo must always appear as a secondary logo to the logo of the organisation responsible for the event or programme. It is important that the logo appears below the activity title, not above it.

It is critical to adhere to these guidelines to maintain the ICS Endorsed brand integrity.

Please contact ICS at www.ics.org/contact if you are unsure or require further information.



Correct use: ICS Endorsed is a secondary logo to the Australian Association of Urogynaecology logo and the course title



Incorrect use: ICS Endorsed is the primary logo, placed above the course title

LOGO COLOUR PALETTE

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C